

<LOGO>

_____, 2005

Dear Potential Media Partner,

The National Association for Sport and Physical Education has recommended that youth accumulate “more than 60 minutes, and up to several hours per day, of age-appropriate and developmentally appropriate physical activity” for youth and adolescents. Children living in Nebraska are falling well short of these recommendations. According to data collected from the 2003 Youth Risk Behavior Survey (YRBS), **just 1 in every 5 (19%) of Nebraska high school students engaged in a sufficient level of physical activity in all of its forms (including moderate, vigorous, and strength training).**

In response to this growing problem, (Your School/Organization) _____ is teaming up with Nebraska Health and Human Services System Cardiovascular Health Program to encourage youth to become more physically active with the **All Recreate on Fridays (ARF) Movement**. ARF has five main goals. These goals include: 1) get kids moving and have FUN doing it; 2) educate youth to be active through a variety of movements- at any time and in any place; 3) create a social and physical environment that encourages and supports physical activity and healthy eating behaviors; 4) provide an array of creative ideas that will support existing programs/activities to accumulate activity time, and 5) ultimately, prevent childhood obesity in Nebraska. Participants will be encouraged to accumulate at least 60 minutes of physical activity each day, between school, family, and community activities.

So why are we telling you about ARF? We need help from YOU to get the word out about this innovative new movement! Unfortunately, we have limited budget of to make this *Movement* reality, yet it is vital for us to utilize the media to promote ARF. **We would like to know if your station would be interested in sponsoring this movement by providing free airtime or other support, such as hosting or participating in an ARF kickoff event in your area.** There are a variety of ways in which we can discuss your involvement. We would be happy to meet with you, send more information via e-mail or snail mail, or talk on the phone – whatever is most convenient for you! With your help, we will be able to get the word out in (your area_____) that a brand new “movement” is coming to increase the level of health for the future generation of Nebraska.

If you are interested in getting involved with the ARF movement, or if you have any questions, please do not hesitate to e-mail or call. Thank you for your time. We look forward to hearing from you!

Sincerely,

ARF Coordinator, School/Organization Affiliate
Phone:

E-mail: